Wheeler Trigg
O'Donnell

Law360 Features WTO Chief Operating Officer Ron Avenida

News
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Denver - Law360 interviewed **Ron Avenida**, Wheeler Trigg O'Donnell's new Chief Operating Officer. The July 13 article highlighted Avenida's extensive law firm leadership experience, as well as what drew Avenida to WTO and how he thinks the firm might grow next.

"What ended up drawing me in was the quality of the people," the story quotes Avenida, "not just the lawyers and management but [also] the people on the front lines. The enthusiasm, passion, and pride they all have for working here is contagious."

During the interview, Avenida cited WTO's client service and brand-building as a national trial powerhouse. At the same time, he acknowledged that additional technology and business best practices will complement the firm's courtroom success.

"One of the main areas of focus as he steps into the role is to develop a consistent client experience from start to finish, which includes such aspects as billing, intake, and their [clients'] experience with its lawyers." This is one reason why WTO felt the time was right to introduce the firm's first COO. The firm stands to gain much from Avenida's 18 years of experience at other midsize and Am Law 100 firms.

"It's exciting for me to join the firm at this point," says Avenida, "where they feel that they're ready to take the next step."

Subscribers may access the full article **here**.

Wheeler Trigg O'Donnell lawyers practicing today have taken more than 1,100 trials and arbitrations to verdict or award and hundreds of appeals to opinion all across the nation, with exceptional results for our clients.

Established in 1998, WTO currently numbers approximately 100 trial lawyers and litigators. The firm represents sophisticated clients in high-stakes civil trials, appeals, and related litigation ranging from complex commercial to class actions to catastrophic torts.

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